



SOCIAL SECURITY INFORMATION CENTER
U.S. Department of the Treasury
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www.StrengtheningSocialSecurity.gov



STRENGTHENING SOCIAL SECURITY RADIO DAY RECAP

BY THE NUMBERS

Number of interviews given at Strengthening Social Security Radio Day, including 44 Hispanic and African American radio interviews:	199
Estimated number of Americans who heard an Administration official talk about the need to strengthen Social Security for future generations:	15-20 Million
Number of programs who participated in Radio Day:	26
Number of senior Administration officials who participated in Radio Day:	30
Number of Inaugural Balls held in the Cash Room ¹ :	1
Number of Radio Days held in the Cash Room:	1

HEARD AT RADIO DAY

"Remember, our purpose in this, at least in the first phase, is to heighten the sense that this is a problem and heighten the belief on the part of the American people that the Congress ought to deal with it now rather than to let it lap over into the future,' [Karl] Rove said. 'And we're succeeding at that.'" (Martin Crutsinger, Associated Press, "White House Uses Radio Day to Push Social Security," 4/6/05) [Read the story.](#)

"Live, from the historic Cash Room of the magnolia-framed Treasury Building in Washington, it's 'Mickelson in the Morning,' booming throughout Iowa and beyond on the 50,000-watt clear-channel voice of WHO. ... The Bush administration has assembled local broadcasters on the red Lisbon and Italian Carrara marble floor of this Cash Room that actually served as a bank for 'the transaction of the government's financial business' when it opened in 1869. On Wednesday, it was an electronic trading floor for a concerted White House media campaign to convince Americans of the merits of Bush's program for Social Security." (Mark Silva, "Tough Sell from Cash Room," *The Chicago Tribune*, 4/7/05) [Read the article.](#)

"Mr. Snow and dozens of other administration officials hopped from one broadcaster to the next. Mr. Rove arrived early, making a folksy appeal for letting people divert part of their Social Security taxes to private investment accounts. 'We should be concerned about the guy at the bottom of the scale,' Mr. Rove told Kirby Wilbur, a conservative talk-show host

from KVI-AM, an affiliate of Fox News in Seattle. 'Why should we say that he shouldn't have access to the wealth-making capacity of the American market? Why should we say, 'You're stuck with Social Security and you're getting 2 percent on your money'?" (Edmund L. Andrews, "Treasury Takes Social Security to Airwaves," *The New York Times*, 4/7/05) [Read the story.](#)

"Bush administration officials said Wednesday they are making good progress in persuading the American people that an overhaul of Social Security is urgently needed, even as opinion polls show a majority of Americans now reject private Social Security investment accounts. 'We're doing well,' top Bush aide Karl Rove told MarketWatch. The latest Gallup Poll, he said, showed that the American people by a 4-to-1 margin believe Social Security is an important issue that must be addressed." (Rex Nutting, "White House sees progress on Social Security," *Investors.com*, 4/6/05) [Read the article.](#)

"Personal accounts needs to be part of the solution, it's not the entire solution for Social Security, but in a way it provides a balance to enable younger workers to earn a superior return on their investments. ...Because it is your money, if you pass away the money is yours. It will be passed to your heirs and you have an interest in how the market and the economy performs," Treasury Assistant Secretary Mark Warshawsky told West Virginia's Hoppy Kercheval. [Read a recap on West Virginia Metro News Talkline.](#) [Listen to the interview online.](#)

"It served us well, but unfortunately that safety net is frayed,' Snow said of the government-run retirement system." (Alister Bull, Reuters, "Snow Rides Radio Waves to Alter Social Security," 4/6/05) [Read the story.](#)

"One of the radio hosts, Hoppy Kercheval, vice president of West Virginia Radio Corp., said his listeners indicated they want to have a debate on Social Security. He said that while Bush's opponents contend the private accounts he wants established would undermine Social Security, he believes many people were 'curious about whether there's another way to get them a better return on their retirement benefits.'" (Martin Crutsinger, Associated Press, "White House Uses Radio Day to Push Social Security," 4/6/05) [Read the story.](#)

¹ [Fact Sheet on the Treasury Cash Room](#)